

My reflection of the competence that “generate theories that helps explain the phenomena of economic and administrative business and international markets to deal successfully with the risks to the system.” In a world of increasingly global competition, nations have become more, not less, important. As the basis of competition has shifted more and more to the creation and assimilation of knowledge, the role of the nation has grown (Porter 1990). The globalization phenomena has brought important developments inside the business boundary, nowadays any business has a chance to open to the overseas market, however this phenomena also forces every business man to create strategies that allow them to continue to grow and to be competitive in every market target, Gil-Lafuente, Luciano, Reverter (2014). Some innovations create competitive advantage by perceiving an entirely new market opportunity or by serving a market segment that others have ignored. When competitors are slow to respond, such innovation yields competitive advantage. For instance, in industries such as autos and home electronics, Japanese companies gained their initial advantage by emphasizing smaller, more compact, lower capacity models that foreign competitors disdained as less profitable, less important, and less attractive. In international markets, innovations that yield competitive advantage anticipate both domestic and foreign needs. For example, as international concern for product safety has grown Swedish companies like Volvo, Atlas Copco, and AGA have succeeded by anticipating the market opportunity in this area. On the other hand, innovations that respond to concerns or circumstances that are peculiar to the home market can actually retard international competitive success (Porter 1990). As candidate to the doctorate in Business Administration this reflection will be very important.